

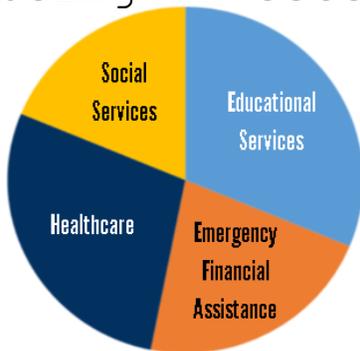
## Why endorse a workplace campaign for Huntingdon County United Way?

Your business, like many other businesses in Huntingdon County, may already support the local community through corporate gifts, sponsorships, and in-kind gifts. This is an opportunity to share your corporate philanthropy values with your employees and give them the chance to invest themselves in the community they live, work, and play in.

### CARE FOR YOUR COMMUNITY

We assess real need in our community and we are working to **improve lives and build stronger communities within Huntingdon County**. By investing in HCUW, you're contributing to Education, Health, and Financial Stability in your community. You are investing in your families, your friends, your neighbors, your coworkers, and even yourself.

How are HCUW dollars being invested?



Why?...

Because in Huntingdon County:

- **over 13% of people live in poverty**
- about 12% of people have a disability

### JOIN THE MOVEMENT!

If you decide to run a workplace campaign, you will be a part of a growing group of Huntingdon County employers who are working to advance the common good for everyone. Businesses that currently run United Way campaigns include, but are not limited to:

- ACCO Brands
- Kish Bank
- Mutual Benefit Group
- J.C. Blair Hospital
- Juniata College
- Cisney & O'Donnell
- Huston Ford
- Bonney Forge
- D.C Goodman & Sons
- Valley Rural Electric
- And many more!

Payroll deduction is a convenient way for employees to make a difference. All gifts stay local, benefitting the community that they come home to. When United, even smaller gifts matter to the **20,000+ Huntingdon County residents who benefit from HCUW agencies every year.**



Huntingdon County United Way  
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Email – [hcuw@huntingdonuw.org](mailto:hcuw@huntingdonuw.org)  
Website – [www.huntingdonuw.org](http://www.huntingdonuw.org)

## Concerns you may have...

**“We’ve made many cutbacks this year in staffing, hours, overtime, and benefits and the employees’ attitudes aren’t very good. They will resent this.”**

The staff that have lost their jobs may need assistance. Current employees can help them through United Way. We’d like to have the opportunity to educate your employees about the services our partner agencies provide, from which they could possibly benefit.

**“We don’t have the opportunity for you to meet or talk with our employees in a group.”**  
**“We’re just a small office, we don’t want a presentation.”**

Most presentations take about 15-20 minutes. We can do as many presentations as you would like to capture all your employees. We’ll be as flexible as you can be creative. We’ve met early in the morning, late at night, have had multiple presentations in a day, and have done presentations on multiple days. We also can piggy back on an existing meeting and take as little as 5-10 minutes to share valuable information. If for any reason you feel you cannot have us come in and do a presentation, we can supply you with pledge cards, posters, and other information that you can give to your employees.

**“We don’t have enough employees to run a campaign.”**

There’s no minimum number of employees to run a campaign. Some of the smallest businesses’ combined giving can even exceed that of larger businesses. We can make it happen with your support!

**“Our business/employees already donate to some specific causes. We don’t want to add United Way.”**

We’d like the opportunity to talk to the employees and see if they would like to support the broader services which the United Way campaign supports. Our partner agencies provide services for people from all walks of life; rich, poor, educated, uneducated, unemployed, employed, young and old. In fact, one of them could be you, a family member, an employee or a neighbor.

**“We don’t want to push our employees to donate to any particular cause. They can pick their own charities.”**

We don’t want to push or coerce them to give to United Way; we would just like the opportunity to tell them how United Way helps the community and let them decide for themselves if they’d like to give. They even have the option to designate their gift to one or more of our partner agencies. Even if employees choose not to give, they might want to get involved through advocating or volunteering.

**“Some of our employees live in another county.”**

We provide the option for those employees to designate their donation to the United Way where they live.